

### **AMENDMENTS TO THE CLAIMS**

1. (Withdrawn) A method in a computing system for sharing purchase information for a selected user, comprising:

receiving from the selected user a list of users with which the selected user will share purchase information;

receiving from the selected user an order for a specified item; in response to the receiving the order,

processing the order for fulfillment;

displaying to the selected user a prompt to choose whether information about the order should be shared with the list of users;

if input is received indicating that the user has chosen to share information about the order with the list of users, storing an indication that information about the order should be shared with the list of users;

when one of the users views a description for the specified item, if an indication was stored, displaying with the description an indication that the selected user ordered the product; and

when one of the users views a page relating to the selected user, displaying on the page an indication that the selected user ordered the product.

2. (Withdrawn) A method in a computing system for sharing purchase information for a selected user, comprising:

receiving from the selected user a list of users with which the selected user will share purchase information;

displaying to the selected user a list of items purchased by the selected user; receiving user input from the selected user selecting a subset of the list of items; storing an indication that users among the list of users should be notified that the

selected user has purchased the selected items;

when one of the users among the list of users views a description for an item among the selected items, displaying with the description an indication that the selected user purchased the item; and

when one of the users views a page relating to the selected user, displaying on the page an indication that the selected user ordered the selected items.

3. (Withdrawn) The method of claim 2, further comprising:

receiving user input from the selected user specifying an evaluation of a distinguished item among the selected items;

when one of the users among the list of users views a description for the distinguished item, displaying the specified evaluation with the description and an indication that the selected user purchased the item the specified evaluation; and

when one of the users views a page relating to the selected user, displaying the specified evaluation on the page with the description and an indication that the selected user purchased the item the specified evaluation; and.

4. (Withdrawn) The method of claim 3 wherein the user input from the selected user specifying an evaluation of the distinguished item specifies a quantitative rating of the item distinguished.

5. (Withdrawn) The method of claim 3 wherein the user input from the selected user specifying an evaluation of the distinguished item specifies a pictorial rating of the distinguished item.

6. (Withdrawn) The method of claim 3 wherein the user input from the selected user specifying an evaluation of the distinguished item specifies a textual discussion of the distinguished item.

7. (Withdrawn) A method in a computing system for sharing purchase information for a selected user, comprising:

receiving from the selected user an order for a specified item; in response to the receiving the order,

processing the order for fulfillment;

displaying to the selected user a prompt to choose whether information about the order should be shared with other users; and

if input is received indicating that the user has chosen to share information about the order with other users, storing an indication that information about the order should be shared with other users.

8. (Withdrawn) The method of claim 7, further comprising:  
receiving input from the selected user indicating a group of users with which the specified item should be shared,  
and wherein the stored indication contains an indication of the group of users indicated by the received input.
9. (Withdrawn) The method of claim 7 wherein the stored indication indicates that the specified item should be shared with all users.
10. (Withdrawn) A method in a computing system for sharing purchase information for a selected user, comprising:  
displaying to the selected user a list of items purchased by the selected user;  
receiving user input from the selected user selecting a subset of the list of items;  
and  
storing an indication other users should be notified that the selected user has purchased the selected items.
11. (Withdrawn) The method of claim 10, further comprising:  
receiving input from the selected user indicating a group of that should be notified that the selected user has purchased the selected items,  
and wherein the stored indication contains an indication of the group of users indicated by the received input.
12. (Withdrawn) The method of claim 10 wherein the stored indication indicates that all users should be notified that the selected user has purchased the selected items.
13. (Withdrawn) A method in a computing system for displaying to a first user information about a purchase made by a second user, comprising:  
receiving input from the first user to display a page describing a selected product;  
determining that the second user has purchased the selected product; and  
when displaying the page describing the selected product to the first user, displaying within the page a visual indication that the selected product was purchased by the second user.
14. (Withdrawn) The method of claim 13, further comprising, displaying within the page an assessment of the selected product by the second user.

15. (Withdrawn) The method of claim 13, further comprising receiving an instruction from the second user to share information about the second user's purchase of the selected product with the first user.

16. (Withdrawn) The method of claim 13, further comprising receiving an instruction from the second user to share information about the second user's purchases with the first user.

17. (Withdrawn) The method of claim 13, further comprising receiving an instruction from the second user to share information about the second user's purchases with a group of users including the first user.

18. (Withdrawn) The method of claim 13, further comprising receiving an instruction from the second user to share information about the second user's purchase of the selected product with users other than the second user.

19. (Withdrawn) A method in a computing system for displaying to a first user information about a purchase made by a second user, comprising:

receiving input from the first user to display a containing information about the second user;

determining that the second user has purchased the selected product; and

when displaying the page containing information about the second user, displaying within the page an indication that the selected product was purchased by the second user.

20. (Withdrawn) The method of claim 19, further comprising, displaying within the page an assessment of the selected product by the second user.

21. (Withdrawn) The method of claim 19, further comprising receiving an instruction from the second user to share information about the second user's purchase of the selected product with the first user.

22. (Withdrawn) The method of claim 19, further comprising receiving an instruction from the second user to share information about the second user's purchases with the first user.

23. (Withdrawn) The method of claim 19, further comprising receiving an instruction from the second user to share information about the second user's purchases with a group of users including the first user.

24. (Withdrawn) The method of claim 19, further comprising receiving an instruction from the second user to share information about the second user's purchase of the selected product with users other than the second user.

25. (Currently amended) A method for notifying a notified customer about a purchase made by a purchasing customer, comprising:

in a computing system, detecting that the purchasing customer has purchased an item for a person other than the notified customer, wherein the notified customer is not a party to the purchase transaction;

in the computing system, determining that the notified customer has a purchase notification relationship with the purchasing customer; and

~~in~~ via the computing system, providing to the notified customer a notification that the purchasing customer has purchased the item, the notification identifying the purchasing customer and including a link to additional information regarding the purchasing customer's purchase.

26. (Previously presented) The method of claim 25 wherein a notification that the purchasing customer has purchased the item is provided to the notified customer by displaying a visual indication of the purchase on a Web page requested by the notified customer.

27. (Previously presented) The method of claim 25 wherein a notification that the purchasing customer has purchased the item is provided to the notified customer by sending a message to the notified customer.

28. (Original) The method of claim 27 wherein the sent message is an electronic mail message.

29. (Original) The method of claim 27 wherein the sent message is an instant message.

30. (Original) The method of claim 27 wherein the sent message is a pager message.

31. (Original) The method of claim 27 wherein the sent message is a snail mail message.

32. (Original) The method of claim 27 wherein the sent message is a voice mail message.

33. (Previously presented) The method of claim 25, further comprising establishing for the notified customer a purchase notification relationship with the purchasing customer in response to an instruction from the purchasing customer.

34. (Previously presented) The method of claim 25, further comprising establishing for the notified customer a purchase notification relationship with the purchasing -customer in response to an instruction from the notified customer.

35. (Previously presented) The method of claim 25, further comprising establishing for the notified customer a purchase notification relationship with the purchasing customer in response to a comparison of characteristics of the notified and purchasing customers.

36. (Previously presented) The method of claim 25 wherein the notification is only provided in response to authorization from the purchasing customer with respect to the item.

37. (Original) The method of claim 25 wherein the notification includes a control for obtaining additional information about the product.

38. (Original) The method of claim 25 wherein the notification includes a control for purchasing the product.

39. (Previously presented) The method of claim 25 wherein the detecting comprises receiving an order from the purchasing customer for the item.

40. (Previously presented) The method of claim 25 wherein the detecting comprises receiving an order from a third customer ordering the item as a gift for the purchasing customer.

41. (Previously presented) The method of claim 25 wherein the detecting comprises receiving input from the purchasing customer indicating that the purchasing customer owns the item.

42. (Currently amended) A computer-readable medium whose contents cause a computing system to notify a notified customer about a purchase made by a purchasing customer, by a method comprising:

in the computing system, detecting that the purchasing customer has purchased an item for a recipient other than the notified customer, wherein the notified customer is not a party to the purchase transaction;

in the computing system, determining that the notified customer has a purchase notification relationship with the purchasing customer; and

~~in~~ via the computing system, providing to the notified customer a notification that the purchasing customer has purchased the item, the notification identifying the purchasing customer and including a link to additional information regarding the purchasing customer's purchase.

43. (Currently amended) A computing system for notifying a notified customer about a purchase made by a purchasing customer, comprising:

a processor and memory together comprising:

a purchase detection subsystem that detects that the purchasing customer has purchased an item for a recipient other than the notified customer, wherein the notified customer is not a party to the purchase transaction;

a purchase notification relationship subsystem that determines that the notified customer has a purchase notification relationship with the purchasing customer; and

a notification subsystem that provides to the notified customer a notification that the purchasing customer has purchased the item, the notification identifying the purchasing customer and including a link to additional information regarding the purchasing customer's purchase.

44. (Withdrawn) One or more computer memories collectively containing a purchase sharing data structure for a selected user, the data structure comprising information identifying a group of users to be notified of items purchased by the selected user,

such that the contents of the data structure may be used to notify the identified group of users of items purchased by the selected user.

45. (Withdrawn) The computer memories of claim 44 wherein the data structure comprises information that identifies at least two groups of users, each group of users to be notified of a different set of items purchased by the selected user.

46. (Withdrawn) The computer memories of claim 44 wherein the data structure comprises information that identifies at least two groups of users, each group of users to be notified in a different manner of items purchased by the selected user.

47. (Withdrawn) One or more computer memories collectively containing a purchase sharing data structure a selected user, the data structure comprising information identifying a set of items whose purchase by the selected user should be publicized to a group of other users, such

that the contents of the data structure may be used to publicize the purchase of identified items to a group of other users.

48. (Withdrawn) The computer memories of claim 47 wherein the data structure comprises information that identifies at least two sets of items, each set of items to be publicized to a different group of other users.

49. (Withdrawn) The computer memories of claim 47 wherein the data structure comprises information that identifies at least two sets of items, each set of items to be publicized in a different manner.

50. (Withdrawn) A method in a computing system for displaying to a selected user information about items purchased by other users associated with the selected user, comprising:

from a set of item purchase indications for items purchased by associated users,  
identifying items purchased by associated users; and

displaying information about each of at least a subset of the identified items.

51. (Withdrawn) The method of claim 50 wherein the displayed information is displayed in an order reflective of the number of associated users that have purchased each identified item.

52. (Withdrawn) The method of claim 50 wherein the displayed includes an indication of the number of associated users that have purchased each identified item.

53. (Withdrawn) The method of claim 50 wherein the displayed includes the number of associated users that have purchased each identified item.

54. (Withdrawn) One or more data signals that collectively convey a data structure, the data structure comprising a list of at least a subset of items purchased by a group of users associated with a selected user, such that the contents of the data structure may be used to identify items purchased users associated with the selected user.

55. (Withdrawn) The data signals of claim 54 wherein the list is ordered in accordance with the number of associated users that have purchased each item.

56. (Withdrawn) The data signals of claim 54 wherein the list includes an indication of the number of associated users that have purchased each item.



57. (Withdrawn) A method in a computing system for sharing purchase information using a default sharing flag associated with a selected user that may be either true or false, comprising:

detecting that the selected user has acquired an item;  
in response to so detecting, determining whether the default sharing flag is true;  
and if it is determined that the default sharing flag is true, automatically providing to  
users other than the selected user a notification that the selected user has acquired  
the item.

58. (Withdrawn) The method of claim 57 wherein the default sharing flag applies to all items purchased by the selected user.

59. (Withdrawn) The method of claim 57 wherein the default sharing flag applies exclusively to items purchased for the selected user from a wish list associated with the user.

60. (Withdrawn) The method of claim 57 wherein the condition of the default sharing flag is permanent.

61. (Withdrawn) The method of claim 57, further comprising:  
receiving input from the selected user specifying a new condition for the default  
sharing flag; and  
in response to receiving the input, changing the default sharing flag to the  
specified new condition.

62. (Withdrawn) One or more computer memories collectively containing a default sharing flag data structure, comprising an indication of whether, when it is detected that a the selected user has acquired an item, a notification that the selected user has acquired the item should be automatically provided to users other than the selected user.

63. (Withdrawn) The computer memories of claim 62 wherein the default sharing flag applies to all items purchased by the selected user.

64. (Withdrawn) The computer memories of claim 62 wherein the default sharing flag applies exclusively to items purchased for the selected user from a wish list associated with the user.

65. (Withdrawn) The computer memories of claim 62 wherein the condition of the default sharing flag is permanent.

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66. (Withdrawn) The computer memories of claim 62 wherein the condition of the default sharing flag is modifiable in response to input from the selected user.

67. (Previously presented) The computing system of claim 43 wherein the recipient is the purchasing customer.